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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/038,861	12/31/2001	Mark F. Nelson	KCC 4802 (16,790)	6378

321 7590 06/22/2006

SENNIGER POWERS  
ONE METROPOLITAN SQUARE  
16TH FLOOR  
ST LOUIS, MO 63102

EXAMINER
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TRUONG, LAN DAI T

ART UNIT	PAPER NUMBER
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2152

DATE MAILED: 06/22/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No. 10/038,861	Applicant(s) NELSON ET AL.	
	Examiner Lan-Dai Thi Truong	Art Unit 2152	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 09 March 2006.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 21 December 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### DETAILED ACTION

1. This action is response to communications: application, filed 12/31/2001; amendment filed 03/09/2006. Claims 1-20 are pending; claims 1, 2, 5, 7, 14, 15, 16, 17, 18, 19, 20 are amended

2. The applicant's arguments filed on 03/09/2006 have fully considered, but they are moot in view with new ground for rejection

### Claim rejections-35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-2, 7-8, 10-14, and 16-20 are rejected under 35 U.S.C 103(a) as being unpatentable over Skinner (U.S. 2002/0101137)**

**Regarding to claim 7, which is exemplary with claims 8 and 13:**

Skinner discloses the invention substantially as claimed, including a system, which can be implemented in a computer hardware or software code for providing and managing information relating to a theme and for tracking access to the information by users, the IWR site comprising:

An integrated web ring (IWR) site of a host and a plurality of partners A plurality of partner Web pages comprising content provided by the partners relating to the theme and provided by the partners: (Skinner discloses “online marketing campaign” those are equivalent to “IWR.” Therefrom, “a listing of advertiser web pages” those are equivalent to “a plurality of partner Web pages” are returned a results of searching on a term: page 1, paragraph [0005], lines 1-21)

A host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme: (Skinner discloses the user enters “a search term” which is equivalent to “the theme” comprising one or more keywords. Then the online marketing campaign return a list of advertiser Web pages: page 1, paragraph [0005], lines 1-21)

A link from the host Web site to a selected partner Web page wherein the link is controlled by the host: (Skinner discloses the user can access his/her preferred advertiser’s Web page via clicking on the hyperlink: page 1, paragraph [0005], lines 1-21)

A common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page: (Skinner discloses “hyperlinks” and “search engine,” those are equivalent to “navigation tools” for searching and user’s preferred Web page accessing: page 1, paragraph [0005], lines 1-21)

Tracking software for tracking user access to the content: (Skinner discloses “a tracking engine” which is shared functionality with “tracking software” for keep track the user’s access to the advertiser banner so the fees can be collected from the advertiser base on user’s clicks: figure 2, items 38, 40; [0006]; [0008]; [0040]; [0044])

The content is information other than simple links, short descriptions of the links, banner ads, promotion graphics or short sentences: (Skinner discloses advertiser purchase space on the host pages to popular their commercial websites: [0006]; [0008])

**Regarding to claim 1:**

This claim is reject under rationale of claim 7

**Regarding to claim 2:**

This claim is reject under rationale of claim 7

**Regarding to claims 14:**

This claim is reject under rationale of claim 7

**Regarding to claims 16:**

This claim is reject under rationale of claim 7

**Regarding to claims 17:**

This claim is reject under rationale of claim 7

**Regarding to claims 18:**

This claim is reject under rationale of claim 7

**Regarding to claims 19:**

This claim is reject under rationale of claim 7

**Regarding to claims 20:**

This claim is reject under rationale of claim 7

**Regarding to claim 10:**

Skinner discloses a method as discuss in claim 7, which further includes a web page is displayed with a brief description of a content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page: (Skinner discloses “the banner” which is equivalent to “a brief description” of the link: page 1, paragraph [0006], lines 1-6)

Wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by links available on the partner Web pages: (Skinner discloses the commerce advertiser is the search engine’s client: page 1, paragraph [0006], lines 1-6)

Wherein the purchase of a product via the ring results in a fee paid to the host and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product: (Skinner discloses the search engines referred to get pay from the advertiser as pay-per-click engines: page 1, paragraph [0005], lines 14-17)

**Regarding to claims 11-12:**

Skinner discloses a method as discuss in claim 7, which further includes the IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with a partner ad, and wherein the displayed ad results in a fee paid to the host; wherein the link on the host Web site to the selected partner Web page is displayed with an article display, and wherein the displayed article results in a fee paid to the host: (Skinner discloses the host referred to pay-per-click engines. The user can directly access to her/his selected advertiser’s webpage: page 1, paragraph [0005], lines 14-17; paragraph [0006], lines 1-4, paragraph [0007], lines 1-6)

**Claims 5, 9 and 15 are rejected under 35 U.S.C 103(a) as being un-patentable over Skinner (U.S. 2002/0101137) in view of Knapp et al. (U.S. 6,769,010)**

**Regarding to claim 15:**

Skinner discloses the invention substantially as claimed, including a method, which can be implemented in a computer hardware or software code for managing partners offering partner Web pages relating to a theme, comprising:

Providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme: (Skinner discloses the user enters “a search term” which is equivalent to “the theme” comprising one or more keywords. Then the search engines return a list of advertiser Web pages: page 1, paragraph [0005], lines 1-21)

However, Skinner does not explicitly disclose establishing a contract between the host and the partners specifying the content of the partner Web pages; wherein the content if information other than simple links, short descriptions of links, banner ads, promotion graphics or short sentence

In analogous art, Knapp disclose method of checking if the contributor’s Web site is qualify to be approved to join it link to the Applicant’s web site. Also contributor agree to pay a certain amount for trading day for the Applicant’ web site: (column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp’s ideas of signing business contract between host system

and business partners with kinner's system in order to provide an efficient advertising campaign, see (Skinner: [0003])

**Regarding to claim 5:**

Skinner discloses a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host: (Skinner discloses the user enters "a search term" which is equivalent to "the theme" comprising one or more keywords. Then the search engines return a list of advertiser Web pages: page 1, paragraph [0005], lines 1-21)

However, Skinner does not explicitly disclose receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site: (Knapp discloses a sale product company wishes to be partner with Applicant's web site to public its advertisements to the on-lines customers: column 29, lines 60-67); obtaining agreement from the candidate retail partner to abide by a stated policy; reviewing the Web site of the candidate retail partner to determine if the content does not violate content criteria for IWR partners: (Knapp discloses "the contributors" those are equivalent to "the candidate retail partner" are the organizations and individual who contribute content objects to "the Applicant's web site" which is equivalent to "IWR site" must be check if their Website is qualified to be approved to join it link to the Applicant's web site: column 9, lines 4-13, 35-40; column 12, lines 52-67); joining the candidate retail partner to the IWR site if the candidate retail



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partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host: (As disclose above, the Applicant's web site must be check if the contributor's Web site is qualified to be approved to join it link to the Applicant's web site. Also contributor agree to pay a certain amount for trading day for the Applicant' web site: column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of signing business contract between host system and business partners with kinner's system in order to provide an efficient advertising campaign webpage, see (Skinner: [0003])

**Regarding to claim 9:**

Skinner discloses the invention substantially as disclosed in claim 7, but does not explicitly teach wherein the theme is parenting and wherein the information relates to one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests

However, Knapp discloses the webpage discloses information such as heath and so on, see (Knapp: figure 6A, item 154)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of providing Web page contains information as health with Skinner's system in order to provide an efficient advertising campaign webpage, see (Skinner: [0003])

**Claim 4 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner in view of Han (U.S. 2001/00448000)**

**Regarding to claim 4:**

Skinner discloses the invention substantially as disclosed in claim 2, but does not explicitly teach the step of allowing the host to index the partner Web page by assigning a key word associated with the partner Web page

However, Han discloses search terms entered by users can be indexed against a knowledge database and leads to URL links as the search results, see (Han: abstract, lines 6-9, 16-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Han's ideas of indexing the search term against a knowledge database with Skinner's system in order to provide increased efficiency data retrieval on the Internet, see (Han, page 1, paragraph [0010], lines 1-4)

**Claim 3 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner in view of Percival (U.S. 2004/0039795)**

**Regarding to claim 3:**

Skinner discloses the invention substantially as disclosed in claim 2, but does not explicitly teach the step of allowing the host to modify a title of the partner Web page as it appears on the host Web site:

However, Percival discloses method of changing title of a page, see (Percival: page 9, right column, lines 43-50)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Percival's ideas of directly changing title of webpage from companion page with Skinner's system in order to be able to customize the web page, see (Percival: abstract, line 1-4)

**Claim 6 is rejected under 35 U.S.C 103(a) as being un-patentable over Knapp in view of Barzilai et al. (U.S. 2002/0029201)**

**Regarding to claim 6:**

Knapp discloses the invention substantially as disclosed in claim 5, but does not explicitly teach wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy, to abide by a suitable return policy for the protection of customers, and to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity

However, Barzilai discloses the privacy policy agreements between online sellers and online buyers. Also Barzilai discloses the buyers can search and compare prices between vendors, see (Barzilai: page 1, paragraph [0005], lines 1-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Barzilai's ideas of negotiation and maintain privacy policy agreement between online seller and online customer with Knapp's system in order to build up the trust to online customer, see (Barzilai: page 6, paragraph [0077], lines 1-14)

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Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a).

Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

### **Conclusions**

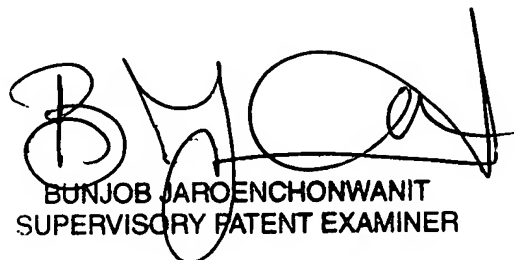
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Lan-Dai Thi Truong whose telephone number is 571-272-7959. The examiner can normally be reached on Monday- Friday from 8:30am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bunjob A. Jaroenchonwanit can be reached on 571-272-3913. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Ldt  
06/15/2006



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SUPERVISORY PATENT EXAMINER